

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

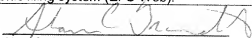
APPLICANT(S) : Calabria et al.
 TITLE : SERVER-BASED KEYWORD ADVERTISEMENT
 MANAGEMENT
 APPLICATION NO. : 10/743,520
 FILED : December 19, 2003
 CONFIRMATION NO. : 7681
 ATTORNEY DOCKET NO. : D/A3360Q1USNP-XERZ 200688US01

Commissioner for Patents
 U.S. Patent and Trademark Office
 Alexandria, VA 22313-1450

EFS TRANSMITTAL LETTER

Dear Sir:

In connection with the above-identified application, transmitted herewith are the following:

<input type="checkbox"/> New Patent Application, including Transmittal <input type="checkbox"/> Utility <input type="checkbox"/> Design <input type="checkbox"/> Prov. <input type="checkbox"/> Cont. <input type="checkbox"/> CIP <input type="checkbox"/> Div. <input type="checkbox"/> RCE <input type="checkbox"/> 371 Submission pages of Specification pages of Claims (___ total claims ___ independent claims) pages of Abstract sheets of Formal / Informal Drawings (Figures) <input type="checkbox"/> Declaration and Power of Attorney <input type="checkbox"/> Preliminary Amendment <input type="checkbox"/> Claim for Right of Priority: App. No.: filed: which claims Priority to App. No.: filed: <input type="checkbox"/> Request & Certification Under 35 U.S.C. 122(b)(2)(B)(i)	<input type="checkbox"/> Information Disclosure Statement, including PTO Form 1449 and Number of References (if required) <input type="checkbox"/> Response to Notice to File Missing Parts <input type="checkbox"/> Amendment (due: _____) <input type="checkbox"/> Petition for One Month Extension of Time <input type="checkbox"/> Response to Notice to File Missing Requirements <input type="checkbox"/> Response to Restriction Requirement <input type="checkbox"/> Petition Specify Type <input type="checkbox"/> Notice of Appeal <input checked="" type="checkbox"/> Brief on Appeal <input type="checkbox"/> Issue Fee and <input type="checkbox"/> Publication Fee <input checked="" type="checkbox"/> Transmittal of Appeal Brief
<input checked="" type="checkbox"/> One or more fees may be paid via credit Deposit Account No.24-0037 in association with this submission. If any additional fee is determined to be due as a result of the filing of this submission, the Commissioner is hereby authorized to charge any such additional fees associated with this submission to Deposit Account Number 06-0308.	
<input checked="" type="checkbox"/> Should any extensions of time under the provisions of 37 CFR 1.136(a)(1)-(5) be required for this submission, the Commissioner is hereby authorized to charge any such extension of time fees to Deposit Account Number 06-0308.	
<input checked="" type="checkbox"/> This submission is being filed on the date indicated below by electronic transmission with the United States Patent and Trademark Office via the electronic filing system (EFS-Web).	
April 22, 2011 Date	 Alan C. Brandt, Reg. No. 50,218

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE BOARD OF PATENT APPEALS AND INTERFERENCES

In re the Application of

Calabria et al.

Application No.: 10/743,520

Filed: December 19, 2003

Confirmation No: 7681

Art Unit: 3622

Examiner: SORKOWITZ

Docket No.: D/A3360Q1USNP-
XER0688US01

Title: SERVER-BASED KEYWORD ADVERTISEMENT MANAGEMENT

**TRANSMITTAL OF
APPEAL BRIEF UNDER 37 C.F.R. § 41.37**

Dear Sir:

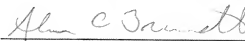
Applicant transmits herewith one copy of the originally signed APPEAL BRIEF UNDER 37 C.F.R. § 41.37 for the above-reference patent application.

Payment for the required fee for the filing of this Appeal Brief is being authorized via the EFS Web to be charged to Deposit Account No. 24-0037.

Respectfully submitted,
Fay Sharpe LLP

April 22, 2011

Date


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